

ORDER



KSNV

Orders	Order / Rev:	107887	Primary AE:	Amy McCreary
	Alt Order #:	06863650	Sales Office:	BLPHI
	Product Desc:	NRSC/HELLER	Sales Region:	National
	Estimate:			
	Flight Dates:	10/17/12 - 10/23/12		
	Original Date / Rev:	10/16/12 / 10/16/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
	3299 K St. NW		Agency Commission:	15%
	Washington, DC 20007			
Advertiser	Name:	NRSC/ Heller for Senate - Revised	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/23/12	62	October 2012	62	\$37,950.00	\$32,257.50	0.00
			Totals	62	\$37,950.00	\$32,257.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	99%	\$37,950.00
Market	100%	\$38,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$383.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/WaCM	6-7a		----F--	:30	1	\$450.002	0.00	NM		1	\$450.00

WAKE

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/15/12	10/21/12	----F--	1	\$450.00	0.00

Order / Rev: 107887
Alt Order #: 06863650
Flight Dates: 10/17/12 - 10/23/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/Wagners		6-7a	----F--	:30	1	\$450.002	0.00	NM		1	\$450.00
WAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1	\$450.00			0.00					
E 2	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$450.002	0.00	NM		1	\$450.00
WAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$450.00			0.00					
E 3	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/Wagners		6-7a	-T-----	:30	1	\$450.002	0.00	NM		1	\$450.00
WAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$450.00			0.00					
E 4	KSNV	10/17/12	10/17/12	Today Show	CM	658a-9am	--W----	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$600.00			0.00					
E 5	KSNV	10/22/12	10/22/12	Today Show	CM	658a-9am	M-----	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$600.00			0.00					
E 6	KSNV	10/23/12	10/23/12	Today Show	CM	658a-9am	-T-----	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$600.00			0.00					
E 7	KSNV	10/22/12	10/22/12	Rachael Ray	CM	11am-12pm	M-----	:30	1	\$225.002	0.00	NM		1	\$225.00
RACHAEL SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$225.00			0.00					
E 8	KSNV	10/23/12	10/23/12	Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$225.002	0.00	NM		1	\$225.00
RACHAEL SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$225.00			0.00					
E 9	KSNV	10/17/12	10/17/12	Noon News	CM	12-1230pm	--W----	:30	1	\$275.002	0.00	NM		1	\$275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$275.00			0.00					
E 10	KSNV	10/18/12	10/18/12	Noon News	CM	12-1230pm	---T---	:30	1	\$275.002	0.00	NM		1	\$275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1	\$275.00			0.00					
E 11	KSNV	10/23/12	10/23/12	Noon News	CM	12-1230pm	-T-----	:30	1	\$275.002	0.00	NM		1	\$275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$275.00			0.00					
E 12	KSNV	10/18/12	10/18/12	The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.002	0.00	NM		1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1	\$225.00			0.00					
E 13	KSNV	10/19/12	10/19/12		CM	1230-1p	----F--	:30	1	\$225.002	0.00	NM		1	\$225.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Agenda 1230pm											
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1	\$225.00			0.00					
E 14	KSNV	10/22/12	10/22/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$225.002	0.00	NM		1	\$225.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$225.00			0.00					
E 15	KSNV	10/17/12	10/17/12	Days of our Lives	CM	1258p-2pm	--W----	:30	1	\$275.002	0.00	NM		1	\$275.00
				Days of our Lives											
				DAYS OF LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$275.00			0.00					
E 16	KSNV	10/22/12	10/22/12	Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$275.002	0.00	NM		1	\$275.00
				Days of our Lives											
				DAYS OF LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$275.00			0.00					
E 17	KSNV	10/23/12	10/23/12	Days of our Lives	CM	1258p-2pm	-T-----	:30	1	\$275.002	0.00	NM		1	\$275.00
				Days of our Lives											
				DAYS OF LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$275.00			0.00					
E 18	KSNV	10/18/12	10/18/12	The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.002	0.00	NM		1	\$225.00
				The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1	\$225.00			0.00					
E 19	KSNV	10/22/12	10/22/12	The Doctors	CM	2pm-3pm	M-----	:30	1	\$225.002	0.00	NM		1	\$225.00
				The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$225.00			0.00					
E 20	KSNV	10/23/12	10/23/12	The Doctors	CM	2pm-3pm	-T-----	:30	1	\$225.002	0.00	NM		1	\$225.00
				The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$225.00			0.00					
E 21	KSNV	10/17/12	10/17/12	Dr. Phil	CM	3-4p	--W----	:30	1	\$300.002	0.00	NM		1	\$300.00
				Dr Phil											
				DR PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$300.00			0.00					
E 22	KSNV	10/19/12	10/19/12	Dr. Phil	CM	3-4p	----F--	:30	1	\$300.002	0.00	NM		1	\$300.00
				Dr Phil											
				DR PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1	\$300.00			0.00					
E 23	KSNV	10/23/12	10/23/12	Dr. Phil	CM	3-4p	-T-----	:30	1	\$300.002	0.00	NM		1	\$300.00
				Dr Phil											
				DR PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$300.00			0.00					
E 24	KSNV	10/18/12	10/18/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	---T---	:30	1	\$450.002	0.00	NM		1	\$450.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1	\$450.00			0.00					
E 25	KSNV	10/19/12	10/19/12		CM	4-5pm	----F--	:30	1	\$450.002	0.00	NM		1	\$450.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
NEWS 3 at 4 (1 HOUR)																										
4PM NEWS (1 hour) (4:00 PM-4:30 PM)																										
FIRST NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/15/12	10/21/12	----F--	1	\$450.00	0.00																					
E 26	KSNV	10/23/12	10/23/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-T-----	:30	1	\$450.002	0.00	NM		1	\$450.00											
4PM NEWS (1 hour) (4:00 PM-4:30 PM)																										
FIRST NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/22/12	10/28/12	-T-----	1	\$450.00	0.00																					
E 27	KSNV	10/17/12	10/17/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--W----	:30	1	\$450.002	0.00	NM		1	\$450.00											
4PM NEWS (1 hour) (4:30 PM-5:00 PM)																										
430P NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/15/12	10/21/12	--W----	1	\$450.00	0.00																					
E 28	KSNV	10/19/12	10/19/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	----F--	:30	1	\$450.002	0.00	NM		1	\$450.00											
4PM NEWS (1 hour) (4:30 PM-5:00 PM)																										
430P NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/15/12	10/21/12	----F--	1	\$450.00	0.00																					
E 29	KSNV	10/22/12	10/22/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	1	\$450.002	0.00	NM		1	\$450.00											
4PM NEWS (1 hour) (4:30 PM-5:00 PM)																										
430P NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/22/12	10/28/12	M-----	1	\$450.00	0.00																					
E 30	KSNV	10/18/12	10/18/12	M-F Early News	CM	5-630p	---T---	:30	1	\$900.002	0.00	NM		1	\$900.00											
M-F Early News																										
EARLY NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/15/12	10/21/12	---T---	1	\$900.00	0.00																					
E 31	KSNV	10/23/12	10/23/12	M-F Early News	CM	5-630p	-T-----	:30	1	\$900.002	0.00	NM		1	\$900.00											
M-F Early News																										
EARLY NEWS																										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/22/12</td> <td>10/28/12</td> <td>-T-----</td> <td>1</td> <td>\$900.00</td> <td>0.00</td> </tr> </tbody> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/22/12	10/28/12	-T-----	1	\$900.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/22/12	10/28/12	-T-----	1	\$900.00	0.00																					
E 32	KSNV	10/18/12	10/18/12	M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.002	0.00	NM		1	\$750.00											
M-F Jeopardy																										
JEOPARDY																										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/15/12</td> <td>10/21/12</td> <td>---T---</td> <td>1</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/15/12	10/21/12	---T---	1	\$750.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/15/12	10/21/12	---T---	1	\$750.00	0.00																					
E 33	KSNV	10/22/12	10/22/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUNM-----	:30	1	\$750.002	0.00	NM		1	\$750.00												
Jeopardy in Prime																										
JEOPARDY																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/22/12	10/28/12	M-----	1	\$750.00	0.00																					
E 34	KSNV	10/23/12	10/23/12	M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$750.002	0.00	NM		1	\$750.00											
M-F Jeopardy																										
JEOPARDY																										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/22/12</td> <td>10/28/12</td> <td>-T-----</td> <td>1</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/22/12	10/28/12	-T-----	1	\$750.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/22/12	10/28/12	-T-----	1	\$750.00	0.00																					
E 35	KSNV	10/17/12	10/17/12	M-F Wheel	CM	7-730pm	--W----	:30	1	\$750.002	0.00	NM		1	\$750.00											
M-F Wheel of Fortune																										
WHEEL-FORTUNE																										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/15/12</td> <td>10/21/12</td> <td>--W----</td> <td>1</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/15/12	10/21/12	--W----	1	\$750.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/15/12	10/21/12	--W----	1	\$750.00	0.00																					
E 36	KSNV	10/19/12	10/19/12	M-F Wheel	CM	7-730pm	---F--	:30	1	\$750.002	0.00	NM		1	\$750.00											
M-F Wheel of Fortune																										
WHEEL-FORTUNE																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/15/12	10/21/12	----F--	1	\$750.00	0.00																					
E 37	KSNV	10/22/12	10/22/12		CM	M-SA 8-11p / SUNM-----	:30	1	\$750.002	0.00	NM		1	\$750.00												

Order / Rev: 107887
Alt Order #: 06863650
Flight Dates: 10/17/12 - 10/23/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wheel of Fortune in PRIM															
Wheel in Prime															
WHEEL-FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		M-----		1	\$750.00			0.00					
E 38	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep	CM	730-758pm	--W----	:30	1	\$450.002	0.00	NM		1	\$450.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		--W----		1	\$450.00			0.00					
E 39	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep	CM	730-758pm	----F--	:30	1	\$450.002	0.00	NM		1	\$450.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		----F--		1	\$450.00			0.00					
E 40	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep	CM	730-758pm	-T-----	:30	1	\$450.002	0.00	NM		1	\$450.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		-T-----		1	\$450.00			0.00					
E 41	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.002	0.00	NM		1	\$775.00
M-F News 3 at Eleven															
3 NEWS @ 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		---T---		1	\$775.00			0.00					
E 46	KSNV	10/22/12	10/22/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$2,400.002	0.00	NM		1	\$2,400.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		M-----		1	\$2,400.00			0.00					
E 47	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$750.002	0.00	NM		1	\$750.00
Sa-Su News 3 at Eleven															
WKND LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1	\$750.00			0.00					
E 48	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$750.002	0.00	NM		1	\$750.00
Sa-Su News 3 at Eleven															
WKND LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$750.00			0.00					
E 49	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$225.002	0.00	NM		1	\$225.00
SATURDAY															
NW3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1	\$225.00			0.00					
E 50	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002	0.00	NM		1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1	\$325.00			0.00					
E 51	KSNV	10/20/12	10/20/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$300.002	0.00	NM		1	\$300.00
SAT															
NEWS 3 TDY WKDN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1	\$300.00			0.00					
E 52	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.002	0.00	NM		1	\$450.00
Sa-Su Early News															
NEWS 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1	\$450.00			0.00					
E 53	KSNV	10/21/12	10/21/12		CM	5pm-630pm	-----S	:30	1	\$450.002	0.00	NM		1	\$450.00

Order / Rev: 107887
 Alt Order #: 06883650
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: NRSC/ Heller for Senate
 Product Desc: NRSC/HELLER
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su Early News															
Sa-Su Early News															
NEWS 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$450.00			0.00					
E 54	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Whe&M		630-730pm				-----S-	:30	1	\$375.002	0.00	NM
WKND Jeop/Wheel															
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1	\$375.00			0.00					
E 55	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am				-----S-	:30	1	\$750.002	0.00	NM
Saturday Night Live															
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1	\$750.00			0.00					
E 56	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUND&M		6a-7a				-----S	:30	1	\$225.002	0.00	NM
News 3 Sunrise SUNDAY															
NWS3 SUNRS WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$225.00			0.00					
E 57	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am				-----S	:30	1	\$600.002	0.00	NM
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$500.00			0.00					
E 58	KSNV	10/21/12	10/21/12	Meet the Press	CM	8a-9am				-----S	:30	1	\$1,900.002	0.00	NM
Meet the Press															
MEET THE PRESS-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$1,900.00			0.00					
E 59	KSNV	10/21/12	10/21/12	News 3 Today Wknd	CM	9a-930am				-----S	:30	1	\$250.002	0.00	NM
News 3 Today															
NEWS3 TDY WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$250.00			0.00					
E 60	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM GM		9:30a-10a				-----S	:30	1	\$375.002	0.00	NM
Chris Matthews SUN 9:30am															
CHRIS MATTHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$375.00			0.00					
E 61	KSNV	10/21/12	10/21/12	NFL Football	CM	1P-9PM				-----S	:30	1	\$8,000.002	0.00	NM
NFL Football															
SUN NITE NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$8,000.00			0.00					
E 62	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas GM		Sun 1135p-1200a				-----S	:30	1	\$200.002	0.00	NM
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1	\$200.00			0.00					
N 63	KSNV	10/17/12	10/17/12	The Tonight Show	CM	1135p-1236a				--W----	:30	1	\$275.002	0.00	NM
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		--W----		1	\$275.00			0.00					
N 64	KSNV	10/18/12	10/18/12	The Tonight Show	CM	1135p-1236a				--T---	:30	1	\$275.002	0.00	NM
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		--T---		1	\$275.00			0.00					
N 65	KSNV	10/19/12	10/19/12	The Tonight Show	CM	1135p-1236a				---F--	:30	1	\$275.002	0.00	NM
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		---F--		1	\$275.00			0.00					

Order / Rev: 107887
Alt Order #: 06863650
Flight Dates: 10/17/12 - 10/23/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N65	KSNV	10/19/12	10/19/12	The Tonight Show Tonight Show	CM	1135p-1236a	----F--	:30	1	\$275.002	0.00	NM		1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ----F-- 1 \$275.00 0.00															
N66	KSNV	10/22/12	10/22/12	The Tonight Show Tonight Show	CM	1135p-1236a	M-----	:30	1	\$275.002	0.00	NM		1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$275.00 0.00															
Totals														62 \$37,950.00	